

**AMENDMENTS TO THE CLAIMS**

**Please amend Claims 1 and 38 as indicated below.**

A complete listing of all claims is presented below with insertions underlined (e.g., insertion), and deletions struckthrough or in double brackets (e.g., ~~deletion~~ or [[~~deletion~~]]):

1. (Currently Amended) An audiovisual system for use with a display device for displaying an audiovisual advertisement to a user, the audiovisual system comprising:

a storage subsystem adapted to receive and store audiovisual advertising segments and to retrieve and transmit stored audiovisual advertising segments, each audiovisual advertising segment having metadata indicative of the audiovisual advertising segment;

a preference determination module coupled to the storage subsystem, the preference determination module responsive to user input and to the metadata to generate one or more user profiles, each user profile indicative of characteristic viewing preferences of a corresponding user; and

a system controller coupled to the storage subsystem, the system controller responsive to the metadata and to the user profile corresponding to the user to form a complete multi-segment audiovisual advertisement comprising a plurality of audiovisual advertising segments by selecting and retrieving a plurality of stored audiovisual advertising segments from the storage subsystem and dynamically assembling the retrieved plurality of stored audiovisual advertising segments in an appropriate order with the segments sequential to one another to form the complete multi-segment audiovisual advertisement, wherein each of the segments is directed to a common subject of the complete multi-segment advertisement, whereby the plurality of stored audiovisual advertising segments is selected to tailor the complete multi-segment audiovisual advertisement to the characteristic viewing preferences of the user.

2. (Original) The audiovisual system of Claim 1, wherein the metadata is indicative of a length of the audiovisual advertising segment.

3. (Original) The audiovisual system of Claim 1, wherein the metadata is indicative of subject matter of the audiovisual advertising segment.

4. (Original) The audiovisual system of Claim 1, wherein the metadata comprises at least one presentation directive corresponding to the audiovisual advertising segment.

5. (Original) The audiovisual system of Claim 4, wherein the presentation directive comprises at least one guideline regarding a sequence order of the dynamically assembled plurality of stored audiovisual advertising segments.

6. (Original) The audiovisual system of Claim 1, wherein the user profile comprises demographic information regarding the user.

7. (Original) The audiovisual system of Claim 1, wherein the user profile comprises information regarding subject matter preferences of the user.

8. (Original) The audiovisual system of Claim 1, wherein the user profile comprises information regarding genre preferences of the user.

9. (Original) The audiovisual system of Claim 1, wherein the user profile comprises information regarding performer preferences of the user.

10. (Original) The audiovisual system of Claim 1, wherein the user profile comprises an interest parameter indicative of an estimated time interval during which the user is predicted to continue viewing the audiovisual advertisement.

11. (Original) The audiovisual system of Claim 10, wherein the user input comprises a plurality of viewing decisions by the user and the interest parameter is generated by the preference determination module, the preference determination module utilizing a statistical analysis of the plurality of viewing decisions to generate the interest parameter.

12. (Original) The audiovisual system of Claim 11, wherein the preference determination module is further responsive to electronic program guide information to generate the interest parameter.

13. (Original) The audiovisual system of Claim 11, wherein the preference determination module is further responsive to current time of day information to generate the interest parameter.

14. (Original) The audiovisual system of Claim 11, wherein the preference determination module is further responsive to current date information to generate the interest parameter.

15. (Previously presented) The audiovisual system of Claim 10, wherein the complete multi-segment audiovisual advertisement comprises a first stored audiovisual advertising segment and a second stored audiovisual advertising segment, the first audiovisual advertising segment comprising a primary message to be displayed to the user during the estimated time interval, the second audiovisual advertising segment comprising a secondary message to be displayed to the user when the user continues viewing after the estimated time interval.

16. (Original) The audiovisual system of Claim 15, wherein the primary message is self-contained.

17. (Original) The audiovisual system of Claim 16, wherein the primary message and the secondary message are related.

18. (Original) The audiovisual system of Claim 17, wherein the secondary message is a continuation of the primary message.

19. (Original) The audiovisual system of Claim 17, wherein the secondary message is self-contained.

20. (Original) The audiovisual system of Claim 15, wherein the primary message comprises a beginning portion and a punch-line portion.

21. (Original) The audiovisual system of Claim 15, wherein the secondary message comprises an inducement to the user to continue viewing the secondary message.

22. (Original) The audiovisual system of Claim 21, wherein the inducement comprises a reward to the user for continuing to view the secondary message.

23. (Original) The audiovisual system of Claim 22, wherein the reward comprises points to be redeemed.

24. (Original) The audiovisual system of Claim 22, wherein the reward comprises eligibility in a lottery.

25. (Original) The audiovisual system of Claim 21, wherein the inducement comprises information useful towards the user solving a puzzle or mystery.

26. (Original) The audiovisual system of Claim 21, wherein the audiovisual advertisement is viewed by the user in conjunction with viewing an audiovisual program and the inducement comprises information useful towards the user enjoying the audiovisual program.

27. (Original) The audiovisual system of Claim 21, wherein the audiovisual advertisement is viewed by the user in conjunction with viewing an audiovisual program and the inducement comprises information useful towards the user understanding the audiovisual program.

28. (Original) The audiovisual system of Claim 21, wherein the inducement comprises information useful towards the user participating in an interactive program.

29. (Original) The audiovisual system of Claim 1, wherein the system controller is further responsive to the metadata corresponding to the audiovisual advertising segment and to the user input from a corresponding user to record a response of the corresponding user to the corresponding audiovisual advertising segment.

30. (Original) The audiovisual system of Claim 29, wherein the system controller is adapted to provide the recorded response to a revenue calculating module.

31. (Original) The audiovisual system of Claim 30, wherein the system controller is further adapted to provide demographic information regarding the corresponding user to the revenue calculating module.

32. (Original) The audiovisual system of Claim 1, wherein the system controller is further responsive to current time of day information to retrieve the plurality of stored audiovisual advertising segments.

33. (Original) The audiovisual system of Claim 1, wherein the audiovisual advertisement is displayed to the user during an advertising interval of a program, the system controller being further responsive to subject matter of the program to retrieve the plurality of stored audiovisual advertising segments.

34. (Original) The audiovisual system of Claim 1, wherein the system controller is further responsive to a record of audiovisual advertisements previously viewed by the user, thereby avoiding repetition of identical audiovisual advertisements.

35. (Original) The audiovisual system of Claim 1, wherein the system controller is further responsive to a record of a first advertising segment previously viewed by the user during a first advertising break interval to select a second advertising segment to be displayed to the user during a second advertising break interval.

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36. (Original) The audiovisual system of Claim 1, wherein the system controller is further responsive to a record of a first advertising segment previously viewed by the user during an advertising break interval of a first channel to select a second advertising segment to be displayed to the user during an advertising break interval of a second channel.

37. (Original) The audiovisual system of Claim 1, wherein the retrieved plurality of stored audiovisual advertising segments comprises at least two stored audiovisual advertising segments with substantially equal time spans.

38. (Currently Amended) A method of displaying an audiovisual advertisement to a user viewing a display device coupled to an audiovisual system comprising a storage subsystem, the user having characteristic viewing preferences, the method comprising:

storing audiovisual advertising segments on the storage subsystem, each audiovisual advertising segment having metadata indicative of the audiovisual advertising segment;

selecting and retrieving a plurality of stored audiovisual advertising segments from the storage subsystem in response to the metadata and to the characteristic viewing preferences of the user;

dynamically assembling the retrieved plurality of stored audiovisual advertising segments in an appropriate order with the segments sequential to one another to form a complete multi-segment audiovisual advertisement comprising the plurality of stored audiovisual advertising segments, wherein each of the segments is directed to a common subject of the complete multi-segment advertisement, the complete multi-segment audiovisual advertisement formed in response to the metadata and to the characteristic viewing preferences of the user, whereby the plurality of stored audiovisual advertising segments is selected to tailor the complete multi-segment audiovisual advertisement to the characteristic viewing preferences of the user; and

displaying the complete multi-segment audiovisual advertisement on the display device.

39. (Original) The method of Claim 38, wherein the metadata is received in conjunction with the audiovisual advertising segments.

40. (Original) The method of Claim 38, wherein storing the audiovisual advertising segments comprises storing the metadata on the storage subsystem.

41. (Original) The method of Claim 38, wherein selecting and retrieving a plurality of stored audiovisual advertising segments comprises:

identifying the user;

providing the characteristic viewing preferences of the user;

providing the metadata corresponding to the stored audiovisual advertising segments;

determining which stored audiovisual advertising segments are compatible with the characteristic viewing preferences of the user; and

retrieving compatible stored audiovisual advertising segments from the storage subsystem.

42. (Original) The method of Claim 41, wherein providing the metadata comprises retrieving the metadata from the storage subsystem.

43. (Original) The method of Claim 41, wherein providing the metadata comprises analyzing the stored audiovisual advertising segments using a recognition module.

44. (Original) The method of Claim 41, wherein determining which stored audiovisual advertising segments are compatible comprises comparing the metadata for each stored audiovisual advertising segment to a user profile comprising the characteristic viewing preferences of the user.

45. (Original) The method of Claim 41, wherein determining which stored audiovisual advertising segments are compatible comprises responding to at least one presentation directive of the metadata to determine which stored audiovisual advertising segments are eligible for display.

46. (Original) The method of Claim 45, wherein retrieving compatible stored audiovisual advertising segments is performed prior to responding to the presentation directive to determine which stored audiovisual advertising segments are eligible for display.

47. (Original) The method of Claim 41, wherein retrieving compatible stored audiovisual advertising segments comprises retrieving only compatible stored audiovisual advertising segments which are scheduled for display.

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48. (Original) The method of Claim 41, wherein retrieving compatible stored audiovisual advertising segments comprises retrieving default audiovisual advertising segments.

49. (Original) The method of Claim 38, wherein dynamically assembling the retrieved plurality of stored audiovisual advertising segments comprises:

determining which stored audiovisual advertising segments to schedule for display; and

dynamically assembling the scheduled audiovisual advertising segments to form the advertisement.

50. (Cancelled)

51. (Cancelled)